

INTISARI

Pengakuan batik oleh UNESCO sebagai Warisan Kemanusiaan untuk Budaya Lisan dan Nonbendawi asal Indonesia sejak 2 Oktober 2009 memicu terciptanya usaha batik baru atau pengembangan usaha batik di Indonesia, termasuk Batik Butimo di Kulonprogo, DIY. Tantangan yang dihadapi industri baru dan belum memiliki toko ritel adalah bagaimana menanamkan *brand awareness* secara *online* kepada konsumen. Oleh karena itu, penelitian ini dilakukan untuk mengetahui tipe *brand-content strategies* yang memiliki tingkat *brand awareness* tertinggi berdasarkan piramida *brand awareness* dan mengevaluasi hubungan antara *brand-content strategies* dengan parameter *brand awareness* (*brand knowledge* dan *customer engagement*) sehingga dapat merekomendasikan *brand-content strategies* untuk memperoleh *brand awareness*.

Strategi yang dievaluasi pada penelitian ini berjumlah tiga dan diadaptasi dari penelitian sebelumnya, yaitu strategi 1 (*posting brand content* saja), strategi 2 (*posting brand* dan *brand-extended content*) dan strategi 3 (*posting brand*, *brand-extended* dan *social oriented-content*). Sejumlah 171 responden menjalani eksperimen secara *online* melalui *Facebook fanpage* Batik Butimo selama dua minggu, namun hanya 93 responden yang menjawab kuesioner pengujian penelitian.

Hasil dari penelitian ini menunjukkan bahwa strategi 1 memiliki tingkat *brand awareness* tertinggi berdasarkan piramida *brand awareness*. *Brand-content strategies* memiliki perbedaan signifikan terhadap *brand knowledge* dan *customer engagement* secara simultan, tetapi berdasarkan pengujian *Post Hoc*, perbedaan signifikan terjadi pada variabel *brand knowledge* saja, yaitu pada strategi 1 dan strategi 2, dan strategi 1 dan 3. Oleh karena itu, strategi yang direkomendasikan untuk memperoleh *brand awareness* Batik Butimo yaitu strategi 1 (*posting brand content* saja).

Kata kunci: *brand awareness*, *brand-content strategies*, piramida *brand awareness*, *brand knowledge*, *customer engagement*.

ABSTRACT

Acknowledgement of batik by UNESCO as Masterpieces of the Oral and Intangible Heritage of Humanity from Indonesia since October 2, 2009, triggered the creation or batik industry development in Indonesia, including Batik Butimo in Kulonprogo, DIY. Challenge faced by new industry which have not had retail yet is how to build brand awareness via online to consumers. Therefore, this study is aimed to analyze the type of brand-content strategies which lead to the highest level of brand awareness based on brand awareness pyramid and to evaluate the effect of brand-content strategies on brand awareness (brand knowledge and customer engagement) so recommendation of strategies in order to gain brand awareness can be drawn.

There are three strategies evaluated which adapted from previous research, strategy 1 (posting brand content only), strategy 2 (posting brand and brand-extended content), strategy 3 (posting brand, brand-extended and social oriented-content). A number of 171 respondents joined the experiment through Batik Butimo Facebook fanpage for two weeks, but only 93 respondents answered the questionnaire of research examination.

The results of this study indicated that the first strategy has the highest level of brand awareness based on brand awareness pyramid. Brand-content strategies have significant differences in brand knowledge and customer engagement simultaneously, but based on Post Hoc testing, significant differences occur only in brand knowledge variables on the first and second, and the first and third strategy. Therefore, the strategy which is recommended to obtain brand awareness of Batik Butimo is the first strategy (posting brand content only).

Keywords: brand awareness, brand-content strategies, brand awareness pyramid, brand knowledge, customer engagement.